

**UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicant: Charles L. Jones  
Invention: Brand Equity System and Method of Increasing the Same  
Serial No. 09/767,431  
Date Filed: January 22, 2001  
Group Art Unit: 3629  
Examiner: Naresh Vig  
Docket No.: US20000181 (4447.77043)

**AMENDMENT AFTER FINAL**

Mail Stop Amendments  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

In response to the *FINAL* Office Action mailed December 20, 2007, please  
make the amendments shown in the attached papers as follows:

**Amendments to the Claims** begin on page 2 of this paper.

**Remarks** begin on page 6 of this paper.